

ABSTRACT OF THE DISCLOSURE

A plurality of discharge electrodes having transparent electrodes connected to bus electrodes are arranged on the inner side of a front substrate. Alternatively, discharge electrodes having transparent electrodes and capable of discharging between their respective neighboring electrodes on both sides are arranged on the inner side of the front substrate. The front substrate is provided on the side of the display surface where discharge-generated light radiates out to the exterior. Shielding parts for shielding incident light from the exterior are formed on the transparent electrodes, or along the front substrate. Accordingly, the shielding parts reduce the surface reflection to improve the bright room contrast ratio.

Forming the shielding parts with the same material as that of the bus electrodes prevents fabrication processes from becoming complicated. The areas of the shielding parts can be varied with the luminescent colors of cells, to change the luminescent brightness by the cell.